

NATIONAL CANNERS ASSOCIATION

Information Letter

FOR N. C. A. MEMBERS

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Advice Wanted on Score Sheets for Peas and Corn

The Association's Committee on Definitions and Standards will meet in Washington on November 30. Chairman Fred A. Stare requests all canners who have had score sheets for canned peas and corn that were prepared and sent out experimentally to pea and corn canners, to write to the Washington Office at once giving their experience with the score sheets and any criticisms or suggestions they may have to offer.

The Committee would like to have as much information on this subject as possible at the time of their meeting, so that they can decide whether it is worth while to attempt to revise these sheets, or whether further work on them should be abandoned for the present.

Proposed Reduction in Rates from Pacific Coast Denied

In a decision announced November 15, the Interstate Commerce Commission refused to approve the proposed reduction in the rate on canned foods from the Pacific Coast to Eastern defined territories from \$1.05 per 100 pounds to 90 cents, but indicated that it would approve a rate of 98 cents.

By schedules filed to become effective May 16 and later dates, the rail carriers proposed to reduce to 90 cents per 100 pounds, the all-rail rate on canned foods, including fruits, vegetables, milk and fish in carloads, minimum 60,000 pounds, from Pacific Coast points to the territory extending eastward from Colorado common points to and including Buffalo-Pittsburgh territory and the southeastern states immediately east of the Mississippi river and south of the Ohio river; it was also proposed, to com-

ply with the provisions of the long-and-short-haul clause, to blanket this 90-cent rate back to a line drawn roughly through eastern Montana, western Wyoming, and central Utah and Arizona.

The present rate from Pacific Coast territory is \$1.05 to the whole of the Eastern defined territory except Colorado common points, to which it is 98 cents; and the 98-cent rate likewise is blanketed back to the above-described line through Montana, Wyoming, Utah and Arizona.

Upon protest of the intercoastal steamship lines the Mississippi-Warrior Service and representatives of the ports of Mobile, New Orleans and Houston, operation of the schedules was suspended until December 16, 1927.

At the hearing held in July, the carriers were supported by numerous shippers of canned foods from the Pacific Coast and by receivers at practically every important point from Buffalo and Pittsburgh to the Mississippi River and the Southwest. They were opposed by the intercoastal lines, the Mississippi-Warrior Service, and the ports of Beaumont, Houston, New Orleans, Mobile, Charleston, Norfolk and Portsmouth.

Consideration of the record, the Commission states in its decision, leads to the belief that at the present rate of \$1.05 the transcontinental carriers are laboring under a disadvantage in competing with the intercoastal lines for the traffic in Pacific Coast canned goods, but it indicates also that the proposed rate is lower than necessary to meet the competition in a reasonable degree. The Commission accordingly entered an order requiring the cancellation of the proposed schedules, but without prejudice to the filing of a rate of 98 cents.

The carriers had also petitioned if the reduced rate in the proposed schedules was found justified, that they be given permission to depart from the provisions of the long-and-short-haul clause by maintaining the present rates on canned foods to, from, and between points in Arkansas, Louisiana, Oklahoma, Texas, Missouri and Kansas. With the cancellation of the proposed schedules, the Commission also denied this application.

Publicity Policy of the Glass Container Association

During the campaign recently conducted under the auspices of the Glass Container Association to promote the use of glass containers for food products, the National Cannery Association was informed that in a window display in a large store in an eastern city there was shown, alongside goods packed in glass, a large tin can, the inside of which had become tarnished and

rusty in appearance through oxidation. Cards adjoining the tin can bore the legends "Glass Jars Protect You," and "The Can Tells the Story."

Believing that such publicity is harmful to the entire canning industry, and especially to canners using both glass and tin containers, and feeling that such practices can not represent the prevailing sentiment in the Glass Container Association, the National Canners Association communicated with several canners who are large users of both tin and glass containers, suggesting that they take the matter up with the firms from whom they purchase their glass supplies.

As a result of the representations made by these canners to the glass container manufacturers, the subject was brought before the Publicity and Executive Committees of the Glass Container Association, which at a meeting on November 10 adopted the following resolution:

"That it is the fixed policy of the Publicity Committee of the Glass Container Association in all its activities to make no statements and take no action calculated to unjustly call attention of the public to defects of competitive containers or belittle them in any way, and that if any such action unfairly criticising competitive containers has been taken by anyone, it has been without the previous knowledge or consent of the Committee or its authorized agents, and the Committee deems any such action regrettable and has taken and will continue to take all reasonable precautions to avoid any such actions in the future."

The action of the Executive and Publicity Committees was confirmed by the Board of Directors of the Glass Container Association at a meeting on November 11.

The resolution was presented personally at the office of the National Canners Association by Judge I. G. Jennings, Business Manager of the Glass Containers Association, who expressed the regret of himself and of his associates that the incident had occurred.

The Glass Container Association is to be commended for its prompt action and its clean-cut announcement of its position with respect to publicity affecting the food-packing industry.

Prevention of Leaf Spot Disease of Cherries

The chief source of infection of the cherry leaf spot disease, which defoliates many cherry orchards in New York State each season, is the fallen leaves of the previous year, according to a statement issued by the Experiment Station at Geneva. For

this reason, the station recommends that the old leaves be plowed under either in the Fall or very early in the Spring before the disease organism can be transmitted to the new leaves. Timely spraying of the orchard with lime-sulphur during the growing season will hold the disease in check, it is said, but sanitary measures to prevent infection should also be taken.

Reaffirms Order Reducing Rates on California Fresh Fruits

The Interstate Commerce Commission on November 14 reaffirmed its decision requiring railroads to reduce their rates on deciduous fresh fruits other than apples from California to eastern points.

In its original report in this case, the Commission found unreasonable the rates of \$1.73 on fresh deciduous fruits from California to transcontinental groups A to M, inclusive, and \$1.62 to group J, and prescribed rates for the future not to exceed \$1.60 and \$1.50, respectively. The Commission further found that such reduced rates are the lowest possible lawful rates compatible with the maintenance of adequate transportation service, and are necessary to promote the freedom of movement of these products of agriculture now affected by depression. It authorized the railroads to increase the carload minimum weight on grapes from 26,000 to 30,000 pounds. On October 14, upon petition of the Great Northern and other carriers serving the Pacific Northwest, the order was modified so as not to require the application of the reduced rates over routes by north Pacific coast gateways.

Italian Trade in Canned Fruit and Vegetables

The relative importance of the Italian import and export trade in canned fruits and vegetables is shown by the following statement of the value of imports and exports by that country in 1925 and 1926:

Imports	1925	1926
Canned fruits and vegetables ..	\$157,247	\$189,608
Canned tomatoes	40,661	40,732
Jams and preserved fruits of all kinds	25,956	21,540
Exports		
Canned fruits and vegetables ..	3,978,504	2,441,491
Canned tomatoes	16,070,123	17,588,214
Jams and preserved fruits of all kinds	822,146	1,120,861

An Argument for Quality Products

In the Progressive Grocer for November, there is an article by Fred B. Barton that should interest canners, although it was written primarily for grocers who have to deal with price shoppers. The story is built around canned foods, and is in itself an excellent argument for the production of quality goods.

Asks Postponement of Revision of Rates in Southwest

The Southwestern railroads, in a petition to the Interstate Commerce Commission, has asked postponement of the effective date of the order in the Consolidated Southwestern Cases, in which was prescribed an extensive readjustment of freight rates in the Southwest, for a minimum period of not less than 60 days from February 3. In support of the petition the railroads state that it will be physically impossible to get the tariffs covering the new rates published in time to give 45 days' notice, as required by the order, and make them effective by February 3.

Sweden's Imports of Dried and Canned Foods

Imports of canned and dried fruits and vegetables into Sweden in 1925 and 1926 are reported by the American consul general at Stockholm to have been as follows:

	1925	1926
Preserved fruits	\$154,983	\$223,250
Dried apples	251,635	263,058
Prunes	506,279	553,619
Raisins	136,392	173,591
Dried pears	23,061	30,406
Canned asparagus	17,069	29,823
Other canned vegetables	4,357	7,282

Freight Loadings

Revenue freight loadings for the week ended November 5, totaled 1,038,852 cars, a decrease of 73,769 cars below the preceding week this year, and a decrease of 92,980 cars under the same week last year. For the first 44 weeks this year (January 1 to October 29) loadings of revenue freight totaled 44,459,425 cars, a decrease of 642,291 cars, or 1.4 per cent, from the corresponding period of last year, but an increase of 1,029,322 cars, or 2.4 per cent, over the corresponding period of 1925.

Selling Points in Food Advertising

"I am convinced that most of what little advertising has been done has been wasted," says a writer in the Market Grow-

ers Journal for November 1, commenting on sales promotion work in the fresh fruit and vegetable trade. "The very vague vitamin value is the sour note. 'Eat Vegetables for Vitamins.' Nonsense and meaningless to 99 per cent of the people, but worse than that, a repelling factor to many. 'Are you not taking any vegetables?' is asked. 'No! I am not sick,' is the reply. We have talked about it until a salad of lettuce brings the same reaction as a dose of medicine. Good for the health, to be true, but who wants lettuce for that purpose or at least with that thought in mind?

"Let us look around us. Do the tobaccoists yell about health? Do the candy makers talk incessantly about vitamins and health? No. What do they talk about? Sweetness, tastiness, palatability, lusciousness, flavor, attractiveness, daintiness and deliciousness.

"Are not vegetables sweet and delicious? Well, then let us say so. Is not leaf lettuce one of the most attractive of all salads and is it not, a superior garnish and is it not, when well grown and well served, a very tasty and palatable salad? Very well. Then let us say so.

"Do not misunderstand me. I do not mean that the vitamin value should never be used in our advertisements and in our talks, but the theme has been overused and is in need of a good long rest."

Wholesale and Retail Prices in October

A slight upward movement of wholesale prices in October is shown by the index of the Bureau of Labor Statistics. The Bureau's revised index number, computed on prices in 1926 as the base and including 550 commodities or price series, stands at 97.0 for October as compared with 96.5 for the month before, a rise of one-half of 1 per cent. Compared with 1926, however, with an index number of 99.4, a decrease of nearly $2\frac{1}{2}$ per cent is shown.

The retail food index issued by the Bureau shows for October 15, 1927, an increase of about $1\frac{1}{2}$ per cent since September 15, 1927; a decrease of nearly $2\frac{1}{2}$ per cent since October 15, 1926, and an increase of a little more than 50 per cent since October 15, 1913.

Canned Fish Sales in British Malaya

The United States furnishes approximately 97 per cent of the sardines imported by British Malaya, according to a report from the American consul general at Singapore. For the first

six months of 1927, canned sardine imports into British Malaya totaled \$947,802, and during the same period the imports of canned salmon were valued at \$102,826.

Rates on Tin Cans from Cincinnati

The rates on tin cans and tin pails in carloads, from East Norwood, Ohio, to destinations in the Mississippi Valley have been found unreasonable and unduly prejudicial for the future, in a decision by the Interstate Commerce Commission, which has prescribed that hereafter the rates shall not exceed the distance scale of fifth-class and fourth-class rates approved in the Commission's report on the Southern Class Rate Investigation.

The Commission also found that the lower commodity rates on tin cans and tin pails from Louisville, Ky., St. Louis, Mo., Chicago, Ill., Indianapolis and Vincennes, Ind., and New Orleans, La., to destinations in Mississippi Valley territory, while contemporaneously maintaining higher class rates on the same commodities from East Norwood (Cincinnati), Ohio, results in undue prejudice to shippers at East Norwood (Cincinnati) and unduly preferential of Louisville, St. Louis, Chicago, Indianapolis, Vincennes, and New Orleans. It has accordingly entered appropriate order requiring the carriers to remove this prejudice.

Conditions Improving in French Market

Surplus stocks of canned fruits and vegetables on the French market have been lowered and prices have undergone a considerable decline since Spring, according to the American consul general in Marseilles. Present indications are for a healthy trade in the future. It is understood, he states, that the French canned fruit industry is being enlarged, and that American exporters will face more active competition in this branch of the trade. French producers have a dominant position in the canned vegetable trade, but American exporters continue to do a good business in canned asparagus. French asparagus is inferior to the American product. The consul general also reports that Russian firms have distributed samples of canned pears, cherries, etc., but they have not made much of an impression.

Consumption of Canned and Fresh Products in Hotels

"Hotel Management" for November announces the establishment of a Food Bureau, the purpose of which will be to assist hotel and restaurant managers to serve better food at a maximum profit. The Bureau will be under the direction of Mr.

J. O. Dahl, who has contributed numerous articles to the magazine.

In announcing the new service, the publisher of "Hotel Management" quotes some figures obtained by Mr. Dahl on changes in the consumption of various foods in representative hotels and restaurants. Of special interest to canners are the figures on fruits and vegetables. They show that consumption of fresh fruits since 1917 has increased 39 per cent and of canned fruits 33 per cent. At the same time, consumption of fresh vegetables increased 35 per cent, and canned vegetables 30 per cent.

Java and Madura Large Buyers of Canned Fish

During the first seven months of 1927 Java and Madura imported 625,216 pounds of canned salmon, of which the United States supplied 339,912 pounds. During the same period these countries imported 6,838,497 pounds of canned sardines, of which the United States furnished 6,580,440 pounds.